

Social Media Toolkit

YOUR CHALLENGE

The Food Forever Experience London will take us from the chef's table to Kew's Millennium Seed Bank and many places in between, as we watch chefs transform the weird and wonderful into the extraordinary.

As we look forward to a season of celebration, you will taste festive dishes featuring ingredients not commonly used in the culinary mainstream. We want to inspire the food community to speak up. You have the ability to influence the future of food. After this event, you won't just have the ability, you'll have the passion too!

We invite you to showcase your involvement in the Food Forever Experience created in partnership with @FoodForever2020 @GoogleUK @KewGardens and the @chefsmanifesto and use your social channels to promote the importance of utilising more diversity in our food systems. Please capture the chefs, ingredients, and in-the-moment content during the event. Follow the event on Instagram, Facebook and Twitter at #FFXLondon.

PHOTO & VIDEO PERMISSIONS

During the Food Forever Experience London, we will be taking photographs and filming. Should you not wish to be on camera, please opt out and email cierra.martin@croptrust.org

KEY THEMES

- Food Forever is a global partnership to raise awareness about the amazing biodiversity of our foods. Welcome to the table!
- The wealth of food diversity in the world is amazing. However, despite the seemingly endless diversity we appear to have in our supermarkets, we're losing biodiversity every day. For example Mexico, where maize originated, has lost 80% of its maize varieties since the 1930s.
- To make matters worse, we're not utilising all of the diversity that we do have. There are over 30,000 edible plant species that exist, but just 12 crops provide 80% of our calories. Wheat, rice, maize and potato alone provide 60% of all calories.
- We must conserve all food diversity if we're going to feed 9 billion people by 2050. Especially in the midst of a changing climate. The good news is by conserving and using the characteristics found in our foods, we can tackle these challenges and not only survive but thrive.
- The even better news: this treasure trove of food diversity is simple to conserve when grown in farmers' fields and stored in genebanks, and the world has recognised the value of doing so in the United Nations Sustainable Development Goals (SDGs). Specifically, SDG Target 2.5 calls on us all to safeguard what's left of our crop and livestock diversity and put it to good use by 2020.
- The future of food depends on our conversations today - #FFXLondon

HANDLES

Event Partners

- Food Forever [@foodforever2020](#) - An awareness raising campaign which showcases the importance of crop and livestock diversity for our future.
- Google [@GoogleUK](#) - Food Forever Experience London, event host and partner, committed to feeding the world responsibly and sustainably through food@work program leadership.
- Royal Botanic Gardens, Kew [@KewGardens](#) - A world leader in plant and fungal science working in over 100 countries around the world to better understand the plant genetic resources we need for feeding the future.
- Chefs' Manifesto [@chefsmanifesto](#) developed by the [@SDG2Advocacyhub](#) - A community of 500+ chefs from 70 countries equipped with a simple set of actions and working together to drive progress towards a sustainable food system.
- The Rediscovered Foods Initiative [@lexiconoffood](#) - A campaign by the Lexicon of Sustainability to highlight 25 forgotten smart foods which could feed the world in 2050.

Chefs

- Brett Graham, Ledbury [@theledbury](#)
- Thomasina Miers, Wahaca [@thomasinamiers](#)
- Tim Blake, Compass at Google [@cheftimb](#)
- Justin Horne, Sativa Restaurant [@justinhornechef](#)
- Lauren Lovatt, Plant Hub [@lauren_lovatt](#)
- Arthur Potts Dawson, OmVed Gardens [@arthur_potts_dawson](#)
- Romy Gill, [@romygill](#)
- Brwa Ahmad, Royal Botanic Gardens, Kew [@_chandco_](#)
- Anjula Devi, Consultant Chef for Manchester United [@anjuladevi](#)
- JB Duboise, Grow HQ [@grow_hq](#)
- Asma Khan, Darjeeling Express [@asmakhanlondon](#)
- Dennis The Prescott, [@dennistheprescott](#)
- James Tagg, Manchester United [@cheftagg](#)
- Cyrus Todiwala OBE DL, Café Spice Namaste [@cyrus_todiwala](#)

Tasting Partners

- Neal's Yard Dairy [@neals_yard_dairy](#)
- Rare Breed Survival Trust [@rbstrarebreeds](#)
- Union Hand-Roasted Coffee [@unionroasted](#)
- Nature's Choice [@natureschoicelondon](#)
- Natoora [@natoora](#)

SAMPLE EXPERIENCE POSTS

- **FOODIE:** #DYK we're only regularly eating 0.005% of the edible plant species on the planet? I'm participating in #FFXLondon with @foodforever2020, @kewgardens & @chefsmanifesto to support food diversity conservation for a more secure (and delicious) future of food. Learn more at food4ever.org
- **CHEF:** I'm cooking up a plan in partnership with @foodforever2020, @chefsmanifesto & @kewgardens. Join us in the movement to help conserve the diversity of our foods at #FFXLondon @GoogleUK. www.food4ever.org
- **FOODIE:** On 27 Nov, @chefsmanifesto's chefs @cheftimb @lauren_lovatt & @romygyll are cooking up delicious dishes featuring lesser-known ingredients like scotch bonnet, kalette & more at @foodforever2020 #FFXLondon. #2020for2020
- **ACTIVIST:** What can we do to achieve #SDG2 #ZeroHunger? One step is to support crop conservation efforts and include more diverse foods into our diets. Today @foodforever2020 @chefsmanifesto & @kewgardens are challenging chefs to put some of these diverse ingredients to the test. Stay tuned for more! #LetsPlantTheSeed #FFXLondon
- **GENERAL:** @FoodForever2020 is bringing leaders from across the food industry to the same table at #FFXLondon @GoogleUK, and showcasing what we might be eating in 2050 if we embrace some of the weird and wonderful ingredients that have yet to hit supermarket shelves. #LetsPlantTheSeed for a better food future.

SAMPLE CROP POSTS

- Salsify, porcini, buckwheat. These and more are the superstars of tonight's plates featured at the Food Forever Experience London #FFXLondon on 27/11 @GoogleUK. Follow along as surprising foods meet ingenious recipes. #LetsPlantTheSeed #FFXLondon
- Lion's mane is an edible & medicinal mushroom native to North America, Europe and Asia. It's also one of the featured ingredients at @foodforever2020 #FoodForeverExperience in London on 27/11 prepared by @lauren_lovatt #LetsPlantTheSeed #FFXLondon
- Peacock kale stands out for its colourful appearance, but it's also nutritious and flavourful. Learn how to incorporate this ingredient into your dish at the #FoodForeverExperience London on 27/11 with @foodforever2020, @chefsmanifesto & @kewgardens. #LetsPlantTheSeed #FFXLondon
- Enset, kelp and pearl millet aren't often featured on our menus. 15 innovative chefs at the #FoodForeverExperience London on 27/11 are challenged to cook up delicious dishes highlighting these diverse ingredients. Stay tuned to get a glimpse of the future of our food! #LetsPlantTheSeed #FFXLondon @foodforever2020 @chefsmanifesto @kewgardens
- Did you know 44% of bread is never eaten? The team at @toastale brews all beer with surplus fresh bread, so it's planet-saving and palate-pleasing! Cheers to that! #LetsPlantTheSeed #FFXLondon
- Crocus and Iris are two of the diverse ingredients that grace the cocktail glasses of the future! I'm sampling innovative cocktails at the Food Forever Experience London #LetsPlantTheSeed #FFXLondon

PHOTOS & CREATIVE CONTENT

- [Creative Assets](#)
- [Past Food Forever Experience photos](#)
- [London photos](#) (to be uploaded post event)

SOCIAL MEDIA GUIDELINES FROM GOOGLE

What are participants allowed to share on social media about their visit to Google?

DO

- Post on your own social media pages while on-site (we've included some example language for you below)
- Take any photographs or video of food and bites served by the chefs
- Take any photographs or video of yourself at the event with the branded items on display at the experience!

DO NOT

- Take any photographs with Googlers in them, unless requested by the Googler
- Take any photographs in any working areas (eg: desk areas)
- Take any photographs of areas where the Food Forever Experience isn't taking place
- Mention or allude to being endorsed by Google or by Googlers
- Mention perks available to Googlers (eg: discount on or complimentary cookbooks)
- Share any confidential information (eg: do not post about upcoming product offerings or supplier rollouts that might have been agreed between Google Food/Google Food's vendor partner teams)